

Called Bob, March 15, 1954

told him we had sent report in Dec. or Jan. He will check and let us know. Saby

C.R.C.

**COLLEGE RADIO
CORPORATION**

~~545 FIFTH AVENUE~~ • NEW YORK 17, N. Y. • Telephone: Murray Hill 7-6865
14 West 45th Street

order 70890

March 9th, 1954

Miss Janet White, Manager
Radio Station WCSR
Smith College
Northampton, Massachusetts

Dear Janet

We have not yet received from your station a notarized report of results of the December (or later) Lucky Strike survey of student smoking preferences and listening habits.

This survey report is urgently required immediately. We have been given a deadline of March 15th with the sponsor, and ask your cooperation in doing everything possible to help us meet it.

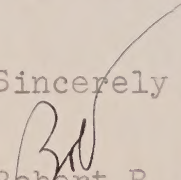
A report form is enclosed. If you submitted your various tally sheets to us for compilation, the report form is already filled in with the proper figures. If the form enclosed is blank, we assume you are doing your own tallying and will enter the proper figures.

Please process this survey report at once: make any necessary entries, sign the form, have it notarized, and rush it back to our New York Office by air mail. If you have any questions of any sort about this form or any entries we have made on it for you, please telephone us collect. Fast action is the keynote!

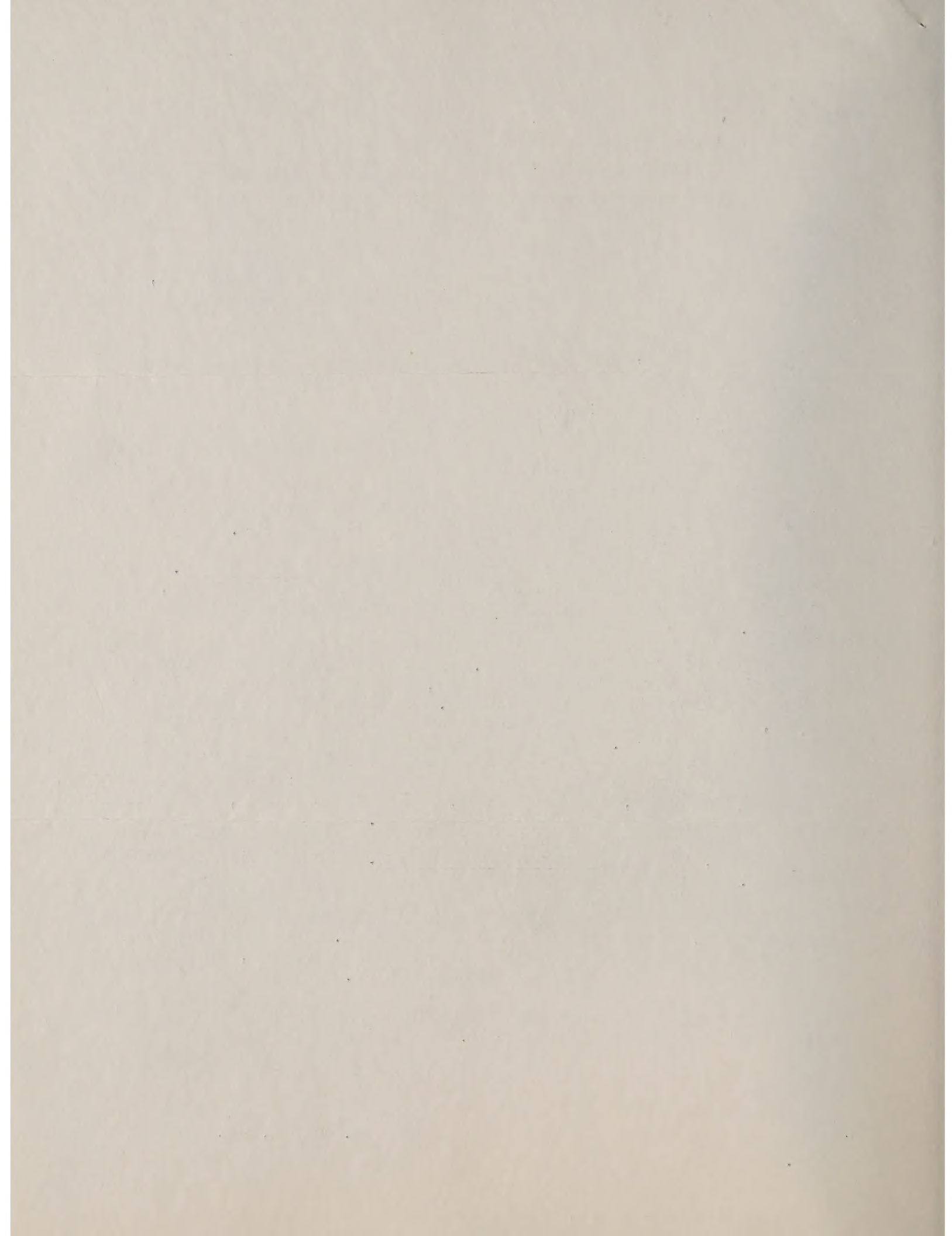
If for any reason you have not yet performed the survey on your campus, please have it done this week. Cut down on the sample size (but not below 75) to expedite matters, and get your report in the mail no later than the 13th.

Our thanks to you in advance for the full cooperation we're sure you'll give in this matter.

Sincerely yours


Robert R. Vance, Jr.
COLLEGE RADIO CORPORATION

Enc.



1953 Luckies Fall Survey Report From the Smith Campus

Number of Students Interviewed _____ (% of enrollment)

Date Interviews Performed _____, 1953.

Question 1 - What cigarette do you smoke?

Number of preferences expressed:

_____	Chesterfield (regular)
_____	Chesterfield (king size)
_____	Camel
_____	Cavalier
_____	Fatima
_____	Kent
_____	Kool
_____	L & M
_____	Lucky Strike
_____	Pall Mall
_____	Herbert Tareyton
_____	Philip Morris (regular)
_____	Philip Morris (king size)
_____	Old Gold (regular)
_____	Old Gold (king size)
_____	Parliament
_____	Raleigh
_____	Regent
_____	Viceroy
_____	Non-smoker
_____	_____
_____	_____
_____	_____

Question 2 - How often do you listen to the Lucky Strike News or Sports show on _____ (station) _____?

_____	Frequently (a)
_____	Seldom (b)
_____	Never (c)

Question 3 - How often do you listen to the Lucky Strike Music program on _____ (station) _____?

_____	Frequently (d)
_____	Seldom (e)
_____	Never (f)

Question 4 - How would you rate the Lucky Strike shows on _____ (station) _____ as compared with others?

_____	Better (x)
_____	As Good (y)
_____	Poorer (z)

1985 Lucille Ball Library Survey Report

Number of subjects interviewed

Date interview conducted

Question 1 - What subjects do you study?

Number of subjects interviewed

Threats (negotiable)

Threats (non-negotiable)

Cost

Capital

Religion

Sex

Age

Education

Family structure

Political beliefs

Religious beliefs

Political beliefs (non-negotiable)

Political beliefs (negotiable)

Older (negotiable)

Older (non-negotiable)

Religion

Religion

Religion

Religion

Religion

Religion

Question 2 - How often do you listen to the Lucille Ball Library Survey?

How often (negotiable)

Frequently (a)

Seldom (b)

Never (c)

Question 3 - How often do you listen to the Lucille Ball Library Survey?

How often (negotiable)

Frequently (a)

Seldom (b)

Never (c)

Question 4 - How often do you listen to the Lucille Ball Library Survey?

How often (negotiable)

Frequently (a)

Seldom (b)

Never (c)

Question 5 - What cigarette did you smoke last year:

Cigarette smoked last year:

_____	Chesterfield (regular)
_____	Chesterfield (king size)
_____	Camel
_____	Cavalier
_____	Fatima
_____	Kent
_____	Kool
_____	L & M
_____	Lucky Strike
_____	Pall Mall
_____	Herbert Tareyton
_____	Philip Morris (regular)
_____	Philip Morris (king size)
_____	Old Gold (regular)
_____	Old Gold (king size)
_____	Parliament
_____	Raleigh
_____	Regent
_____	Viceroy
_____	Non-smoker
_____	_____
_____	_____
_____	_____

I certify that to the best of my knowledge and belief the foregoing is an accurate report of answers received from students during a random survey conducted on our campus.

Sworn to and subscribed before me this _____ day of _____, 1953, in _____

Signed _____

(Title)

(Station) (Campus)

Notary Public

Section 2 - List of persons who have been convicted of a crime

Convicted persons - List of names

John Doe	1910
Jane Smith	1912
Robert Johnson	1915
Mary White	1918
William Brown	1920
Charles Green	1922
Elizabeth Black	1925
Thomas Grey	1928
Anna White	1930
James Black	1932
John White	1935
Mary Black	1938
Robert White	1940
Elizabeth Black	1942
Thomas White	1945
Anna Black	1948
James White	1950
John Black	1952
Mary White	1955
Robert Black	1958
Elizabeth White	1960
Thomas Black	1962
Anna White	1965
James Black	1968
John White	1970
Mary Black	1972
Robert White	1975
Elizabeth Black	1978
Thomas White	1980
Anna Black	1982
James White	1985
John Black	1988
Mary White	1990
Robert Black	1992
Elizabeth White	1995
Thomas Black	1998
Anna White	2000
James Black	2002
John White	2005
Mary Black	2008
Robert White	2010
Elizabeth Black	2012
Thomas White	2015
Anna Black	2018
James White	2020
John Black	2022
Mary White	2025
Robert Black	2028
Elizabeth White	2030
Thomas Black	2032
Anna White	2035
James Black	2038
John White	2040
Mary Black	2042
Robert White	2045
Elizabeth Black	2048
Thomas White	2050
Anna Black	2052
James White	2055
John Black	2058
Mary White	2060
Robert Black	2062
Elizabeth White	2065
Thomas Black	2068
Anna White	2070
James Black	2072
John White	2075
Mary Black	2078
Robert White	2080
Elizabeth Black	2082
Thomas White	2085
Anna Black	2088
James White	2090
John Black	2092
Mary White	2095
Robert Black	2098
Elizabeth White	2100
Thomas Black	2102
Anna White	2105
James Black	2108
John White	2110
Mary Black	2112
Robert White	2115
Elizabeth Black	2118
Thomas White	2120
Anna Black	2122
James White	2125
John Black	2128
Mary White	2130
Robert Black	2132
Elizabeth White	2135
Thomas Black	2138
Anna White	2140
James Black	2142
John White	2145
Mary Black	2148
Robert White	2150
Elizabeth Black	2152
Thomas White	2155
Anna Black	2158
James White	2160
John Black	2162
Mary White	2165
Robert Black	2168
Elizabeth White	2170
Thomas Black	2172
Anna White	2175
James Black	2178
John White	2180
Mary Black	2182
Robert White	2185
Elizabeth Black	2188
Thomas White	2190
Anna Black	2192
James White	2195
John Black	2198
Mary White	2200
Robert Black	2202
Elizabeth White	2205
Thomas Black	2208
Anna White	2210
James Black	2212
John White	2215
Mary Black	2218
Robert White	2220
Elizabeth Black	2222
Thomas White	2225
Anna Black	2228
James White	2230
John Black	2232
Mary White	2235
Robert Black	2238
Elizabeth White	2240
Thomas Black	2242
Anna White	2245
James Black	2248
John White	2250
Mary Black	2252
Robert White	2255
Elizabeth Black	2258
Thomas White	2260
Anna Black	2262
James White	2265
John Black	2268
Mary White	2270
Robert Black	2272
Elizabeth White	2275
Thomas Black	2278
Anna White	2280
James Black	2282
John White	2285
Mary Black	2288
Robert White	2290
Elizabeth Black	2292
Thomas White	2295
Anna Black	2298
James White	2300
John Black	2302
Mary White	2305
Robert Black	2308
Elizabeth White	2310
Thomas Black	2312
Anna White	2315
James Black	2318
John White	2320
Mary Black	2322
Robert White	2325
Elizabeth Black	2328
Thomas White	2330
Anna Black	2332
James White	2335
John Black	2338
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Robert Black	2342
Elizabeth White	2345
Thomas Black	2348
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Mary White	2375
Robert Black	2378
Elizabeth White	2380
Thomas Black	2382
Anna White	2385
James Black	2388
John White	2390
Mary Black	2392
Robert White	2395
Elizabeth Black	2398
Thomas White	2400
Anna Black	2402
James White	2405
John Black	2408
Mary White	2410
Robert Black	2412
Elizabeth White	2415
Thomas Black	2418
Anna White	2420
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Anna White	2490
James Black	2492
John White	2495
Mary Black	2498
Robert White	2500
Elizabeth Black	2502
Thomas White	2505
Anna Black	2508
James White	2510
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John White	2565
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Robert White	2570
Elizabeth Black	2572
Thomas White	2575
Anna Black	2578
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Elizabeth White	2590
Thomas Black	2592
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James Black	2598
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Robert White	2605
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John Black	2792
Mary White	2795
Robert Black	2798
Elizabeth White	2800
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James Black	2808
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Robert Black	2972
Elizabeth White	2975
Thomas Black	2978
Anna White	2980
James Black	2982
John White	2985
Mary Black	2988
Robert White	2990
Elizabeth Black	2992
Thomas White	2995
Anna Black	2998
James White	3000

1. I certify that the list of names is correct and true to the best of my knowledge and belief.

Signature: _____
Name: _____
Title: _____
Date: _____

Given to me by _____
For _____
Date: _____
Signature: _____